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Product Management is one of the most sought-after jobs in technology. With prestigious programs like Google's Associate Product Manager or Microsoft's Program Manager, PMs are highly valuable company leaders that can lead to a company's success or failure. This Handbook is for you if you are: - Curious to learn what Product Management is all about

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Renowned for offering detailed and valuable guidance to all product managers, regardless of market or industry, The Product Manager's Handbook has been extensively revised and updated for today's changing business landscape. While product managers must flourish in many different environments--such as consumer versus business-to-business products or hierarchical versus horizontal, team-driven organizations--the techniques and tools they need for management success are remarkably similar.

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This is the fourth edition of this book—and it's aimed solidly at practicing product managers. While the first edition started out simply extending the discipline

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beyond traditional consumer packaged goods (and was primarily definitional), the next two editions began to add more fundamental tips and tools.

## ~~Preface The Product Manager's Handbook 4/E, 4th Edition ...~~

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~~The 7 books every Product Manager needs to learn by heart ...~~

SECTION ONE: The Role and Operation of Product Management. 1. The New Product Management. 2. Introducing Product Management and Managing Product Managers. 3. The Role of Product Managers in the Organization. Case One: Heavyweight Product Managers.

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find the text thorough and informative as it explains and analyzes the product manager's role in both traditional ...

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